

## Job Description

# Events and Marketing Organiser (maternity cover) Scottish Centre for Conflict Resolution (SCCR)

**This post is to provide maternity cover for up to one year.**

For 50 years, Cyrenians (a Scottish Charitable Incorporated Organisation (SCIO), registered charity number SC011052) has served those on the edge; working with the homeless and vulnerable to transform their lives by beginning with their story, helping them believe that they can change their lives, and walking with them as they lead their own transformation.

Our Vision is an inclusive society in which we all have the opportunities to live valued and fulfilled lives. We work to make that vision a reality by our Mission to support people excluded from family, home, work or community on their life journey.

We aim to offer consistently excellent service across all locations and in all our activities. Our way of working is built on our four core values:

**Compassion:** We believe that everyone should have the chance to change, no matter how long that might take.

**Respect:** We believe in tolerance, acceptance, valuing diversity and treating each other as equals.

**Integrity:** We are committed to the highest quality of work, grounded in honesty, generosity, sincerity and professionalism.

**Innovation:** We are willing to take risks, challenge convention and be very creative in our search for new ways of working, in particular by taking account of the environmental impact of our decisions.

---

## 1 General

---

Cyrenians' Scottish Centre for Conflict Resolution (SCCR) is currently funded by the Scottish Government's Children, Young People & Families Early Intervention and ALEC Fund. SCCR is a national initiative and provides a range of training, events and innovative digital developments to support best practice in relation to mediation and the development of skills and techniques for managing conflict at home. The focus of the work across Scotland is with professional/practitioners, who work with families experiencing high levels of conflict and where there may be a risk of homelessness, young people and parents/carers.

### **Cyrenians' SCCR:**

- Develops and offers a range of resources to better support young people, families and the people who work with them to deal with family conflict.

- Supports professionals and practitioners across Scotland to work with families experiencing significant conflict at home to improve relationships and lives.
- Develops and delivers training and events in conflict resolution and associated areas of interests that meets the needs of our users.
- Develops and delivers training that also increases professional skills, knowledge and understanding for those working with young people and families who are experiencing conflict.
- Works across all 32 Local Authorities in Scotland and engages with organisations to: promote models of best practice in mediation; increase awareness of skills and techniques for managing conflict at home; share learning and research findings from our national survey work.
- Continues to develop new and innovative digital resources that are freely available via the SCCR website.
- Disseminates information from the centre which will support and promote our activities, provide information/resources, and an on-line professional practice forum with moderated interactions for parents and teenagers.
- Raises the profile of the importance of our work through PR, press, media and campaigns.
- Develops digital campaigns based on an integrated communication strategy to raise awareness of the impact of conflict on families and communities and builds on Cyrenians' extensive knowledge and experience of delivering mediation, support services and conflict resolution to reduce youth homelessness.
- Ensures robust internal and external evaluation of our work.

---

## **2 Tasks and Responsibilities**

---

### **Events Organisation & Management**

- Plan and manage a number of successful events throughout the year across Scotland efficiently and effectively planning the optimum time to hold events and identify and secure key speakers.
- Source and book suitable venues as required, arrange catering, liaise with event suppliers, arrange the set up of rooms with AV equipment, etc.
- Upload events to SCCR website, via 'Eventbrite' and manage on-line bookings, registrations and respond to delegate queries.
- Track costs during and after events, and monitor against budget adhering to Cyrenians' travel policy.
- Attend events, when required, to provide organisational support and oversee logistics on the day.
- Act as speaker and main contact for designated events.
- Produce content with the Digital Communications & Marketing Officer to ensure events are strategically placed and fit with the overall communications and social media strategy.

## **Research, Evaluation and Monitoring**

- Update relevant SCCR databases with new events and booking rates, send confirmation e-mails, etc.
- Supervise the Administrator to monitor event evaluations, tracking attendees, organisations and LA's to ensure the service is meeting its outcomes and indicators.
- Production of high quality evaluation and marketing materials including an Annual Impact Report using Adobe programmes i.e. Photoshop and InDesign.

## **Networking and Fostering Relationships**

- Continually develop and improve relationships with those involved with SCCR.
- Attend agreed meetings/events to represent and promote the work of the Centre when required.
- Build and maintain excellent relationships with other organisations and representatives across Scotland in a highly professional and approachable manner to support our work and objectives.

## **Marketing, Communication, Social Media & Digital Campaigns**

- Assist in the continued development of digital campaigns and social media channels to raise awareness of the SCCR.
- Market and promote events to a wide range of potential participants as per SCCR communication strategies.
- Feed into overall marketing strategy.
- Work with the Digital Communications and Marketing Officer and PR and Communications in planning effective media and social media engagement.
- Work with Network Development Manager and SCCR's Digital Agency to ensure the SCCR website is kept updated with current and/or new resources.

## **Line management responsibilities**

- Provide direct line management to the SCCR Administrator.
- Ensure that they are well supported, have clear objectives and opportunities for learning and development.
- Ensure that Performance Management systems are well implemented and adhered to.
- Line management and support of volunteers/pro-bono as required.

## **Other Duties**

- To carry out all duties in accordance with Cyrenians' policies and procedures, vision and values.
- Engagement in the Charity's performance review system and planning process to continuously improve professional and personal development.
- To undertake any other duties that may reasonably be expected to fulfill the role.

### 3 Person Specification

<p><b>Knowledge and Experience</b></p> <ul style="list-style-type: none"> <li>• At least two years' experience of organising and running events, preferably at a national level and with a wide range of stakeholders.</li> <li>• Experience of using Web Content Management Systems, a range of Social Media platforms and tools (Facebook, Twitter, LinkedIn etc.), Microsoft Office, design tools and Outlook.</li> <li>• Strong track record of developing creative ideas that drive marketing campaigns that are engaging and successful.</li> <li>• Previous promotion and marketing experience.</li> <li>• Experience of using InDesign and producing publications.</li> <li>• Experience of managing staff and/or volunteers.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>
<p><b>Training and Qualifications</b></p> <ul style="list-style-type: none"> <li>• Excellent organisational skills and the ability to manage multiple tasks at the same time.</li> <li>• Ability to work under pressure and to deadlines.</li> <li>• Excellent communication and people skills.</li> <li>• Effective and efficient budget management.</li> <li>• Excellent administrative skills.</li> <li>• Educated to degree level.</li> <li>• Full driving licence</li> <li>• Events Management qualification or equivalent relevant experience</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>
<p><b>Values and Attributes</b></p> <ul style="list-style-type: none"> <li>• Conscientious and hard working.</li> <li>• Positive thinker and creative problem solver.</li> <li>• Interest in, and commitment to, vulnerable young people and their families.</li> <li>• Strong team player.</li> <li>• Able to cope with stress and be supportive of colleagues.</li> <li>• Upbeat and positive.</li> <li>• Patient and respectful of all people, whatever their background or presenting behaviour.</li> <li>• Ability to work autonomously within the charity's systems and ethos.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
<p><b>Circumstances</b></p> <ul style="list-style-type: none"> <li>• Able to work flexible hours in line with the requirements of the post.</li> <li>• Willing and able to travel across the country with some overnight stays away within the UK. Where appropriate, time off in lieu may be agreed.</li> </ul>	<p>Essential</p> <p>Essential</p>

---

## 4 Terms & Conditions

---

<u>Employer:</u>	Cyrenians
<u>Accountability:</u>	Cyrenians Board of Trustees (via the Chief Executive of the Cyrenians)
<u>Line Manager:</u>	Senior Network Development Manager
<u>Liaison with:</u>	Mediation & Support team colleagues, and wider Cyrenians' staff team.
<u>Reporting:</u>	Report against work plan at regular support and supervision meetings
<u>Workplace:</u>	Edinburgh based, with travel as required
<u>Working Hours:</u>	37 hrs per week (full time) which may include occasional evening and weekend work
<u>Salary:</u>	£24,446 - £26,857 per annum (scale points 25-28)
<u>Pension:</u>	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme – current contributions being 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
<u>Disclosure:</u>	Not required
<u>Contract:</u>	Maternity cover.

---

## 5 Application deadline and Interview dates

---

<u>Closing date:</u>	28 <sup>th</sup> October, 9am
<u>Interview date:</u>	31 <sup>st</sup> October 2019
<u>Second stage:</u>	TBC

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.